



**Paper Title:**  
**Utilization of Social Media In  
Marketing Classes**

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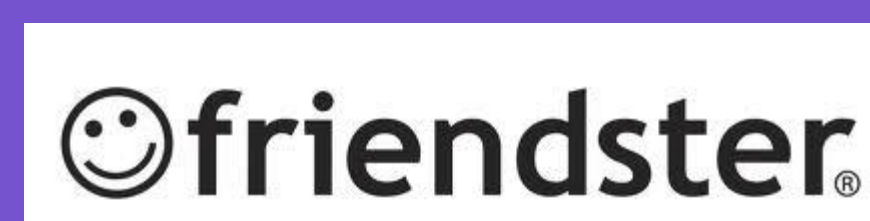
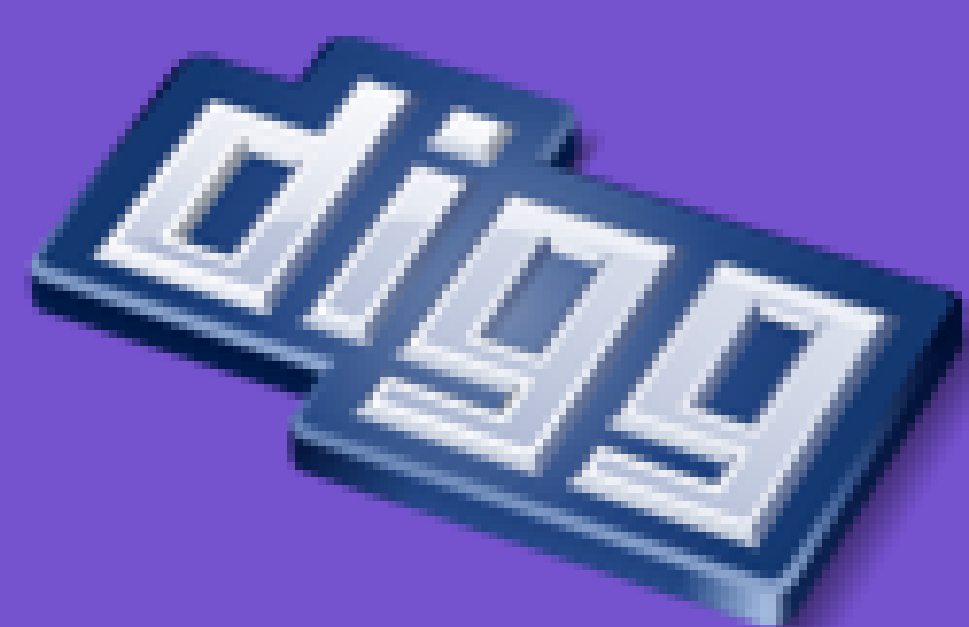
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**Abstract**

The goal of this paper is to highlight how instructors may integrate the different social media into various marketing classes. The paper will address the major social networks, and then follow with discussions of microblogging, media sites, and social gaming. Given that there is a great deal of research highlighting the effectiveness of utilizing social media in academic classes, this paper focuses on providing practical guidance as to how social media could be integrated into the classroom, homework, and project experience.

Key Words: Social media, marketing curriculum, classroom.

Type of Social Media	Explanation	Examples
Social Networking	Share and communicate personal and business information	Facebook, MySpace, LinkedIn, Google+, Orkut, VK, MapMyRide
Microblogging	Blogging that is text based (around 140 characters or less)	Twitter, tumblr, microblogr
Media Sites	Sharing various types of media, especially videos and photographs	YouTube, Flickr, Pinterest
Social Games	Games integrated into the different social media	Farmville, Mafia Wars, Scvngr



If you have any questions about the project, please contact Dr. Charlotte Allen ([caallen@sfasu.edu](mailto:caallen@sfasu.edu) or x1789).